



Harrah's Hope Lodge®

News from...

Hope Lodge

Summer 2011

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Celebrating Six Months Of Service

There's no place like the American Cancer Society Harrah's Hope Lodge, which has reached a milestone of serving cancer patients seeking treatment in Memphis. The facility has now served those affected by cancer for six months. The Hope Lodge opened its doors in November 2010, joining the more than 30 lodges already in operation across the country.



"The Hope Lodge is a much-needed resource in Memphis because it is the first to offer free housing for adult cancer patients," says Kim Culbreath, director of the American Cancer Society Harrah's Hope Lodge.

By offering patients and their caregivers a place to stay in a warm, caring, and supportive environment, Hope Lodge allows patients to put their main focus on fighting their disease and getting well. While at the Hope Lodge, guests are encouraged to make themselves feel at home by preparing meals, joining in evening activities, watching television, or unwinding in their own private room.

The Hope Lodge was dedicated at a ceremony on November 18, 2010. City leaders, community supporters and donors came to the event, including employees of Harrah's Entertainment. Harrah's Foundation helped fund the Hope Lodge with a \$2 million grant. It is the largest one-time donation received by the Mid-South Division of the American Cancer Society.

"It is our hope that through this donation, the American Cancer Society will make a positive, life-changing impact in many of our neighbors' and families' lives when they need it most," said R. Scott Barber at the ceremony. Barber is an advisory board member of the Harrah's Foundation and regional president of Harrah's Mid-South.

Volunteers like two-time cancer survivor Peter Pettit, who helped raise the money to build the Hope Lodge, are excited that the dream of Hope Lodge has been realized in Memphis.

"I'm thrilled by the outpouring of support from across our community to help ease the financial and emotional burdens on those who have been affected by this terrible disease," said Pettit, co-chairman of the capital campaign committee.

The American Cancer Society's Harrah's Hope Lodge in Memphis offers many other amenities, including: 40 guest rooms; a fully equipped residential kitchen with a community dining room; laundry rooms stocked with cleaning supplies; a resource library, plus Internet-accessible computers on all floors; family recreation rooms with chairs, sofas and televisions; patio area complete with gas grills; an exercise room with state-of-the-art equipment; and free parking.

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Story of Hope: The Humm Family From Illinois

Sharon and Jeff Humm of Illinois have supported the American Cancer Society for decades, and now they hold a unique distinction when it comes to the American Cancer Society Harrah's Hope Lodge. They were the first two official guests at the facility.

"It's a home away from home," says Jeff. "The Hope Lodge is such a special haven during a very trying time for families facing cancer."

In November 2010, after taking a fall, Sharon Humm discovered a bruise and a lump on her breast. After a round of testing, she was diagnosed with breast cancer. Knowing that her surgeon had relocated to Memphis, Sharon wondered how they would be able to afford the expenses of traveling. She contacted the American Cancer Society in Illinois and learned about the Hope Lodge in Memphis. They checked in a few weeks later.

Upon arrival, the Humms stayed in a free guest room with a private bath, and resources like a community kitchen and a library. The Hope Lodge even had a shuttle service for trips back and forth to treatment.

Jeff Humm recalls their first night. "We walked in to begin our stay at the Lodge, and we did not know what to expect, of course. Kim and Amanda were there to greet us, and they both were so considerate. Kim gave us a tour and we were very impressed with the cleanliness, arrangements, furnishings and opportunities which the Lodge offered," he says.



Sharon Humm is progressing well since her surgery and is very thankful for the American Cancer Society Harrah's Hope Lodge. She has even posted her comments on her Facebook page so others know about her place of refuge. "Cancer is not just about one person but all people, and the American Cancer Society through the Hope Lodge is a mentor to all," says Sharon.

American Cancer Society CEO Visits Memphis

The American Cancer Society's national CEO John Seffrin visited the American Cancer Society Harrah's Hope Lodge in the winter of 2011. Seffrin met with representatives from Harrah's Foundation, along with other volunteers who helped raise money to build the facility.



From left to right: Lisa Roth, American Cancer Society Mid-South Division CEO; John Seffrin, American Cancer Society CEO; R. Scott Barber, Regional President, Caesar's Entertainment; Valerie Morris, Regional Vice President for Caesar's Entertainment; John Kelly, American Cancer Society Mid-South Division Board of Directors

Friends of Hope Lodge

You can support the Hope Lodge by taking part in our Friends of Hope Lodge program, which recognizes contributions at the \$10,000 level and above. We have many ways to recognize your gifts, including naming opportunities for many of our patient rooms and common areas. For more information on the Friends of Hope Lodge program, please contact Leighanne Hart at 901-725-8631.